

# Bloomberg Businessweek

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### Cover Trail

How the cover gets made

1

"The cover story is on the Container Store. It's grappling with preserving its ideals while also keeping shareholders happy."

"So it has a choice of either being a 'good' company or making lots of money?"

"That's an oversimplification, but it's an idea that's touched upon in the story."

"It's unfortunate that CEOs are faced with compromising what's truly beneficial for society to make rich people even richer. Thankfully, this isn't endemic in the business world."

(Silence)

"You could say this comes down to a dramatic showdown between the primal forces of good and evil. Except with more...Elfa shelving."



2

"An angel and a devil locked in the eternal struggle for closet space, like the epic biblical tales of old."

"This could work. Let's shoot it."

"One day you'll appreciate my Photoshop skills."

